



kidcentral tn
KIDCENTRALTN.COM

Brand Guidelines
for **Print**

kidcentral tn Brand User Guide

Under the leadership of the Governor and First Lady, the Children's Cabinet is launching a unified communications plan for Tennessee families, which will align under the brand identity **kidcentral tn**. As a tool for state departments using the **kidcentral tn** brand, print and collateral templates will be created and used for all state communications for families. The goal of the templates is to create a consistent look and unified messaging for all state communications for families and intermediary resources, making it easier for them to recognize, receive and retain the information they need.

New Materials

As of July 1, 2013, the **kidcentral tn** brand must be applied to all materials (brochures, flyers, postcards, etc.) from your department that are meant for distribution to parents, families, children or professionals who work directly with children and families with children.

Existing Materials

For materials that have already been produced, continue using what you have in stock. When those materials need to be reproduced or reprinted, you must apply the **kidcentral tn** brand to those materials.

Non-Family Audience

For materials about children or families with children, but where the audience is not parents, families,

children or professionals working directly with children or families with children, you must at least place the **kidcentral tn** logo on the material. You may apply the full **kidcentral tn** brand if you choose.

Contractors

Contractors who develop materials on behalf of your department for distribution to parents, families, children or professionals working directly with children or families with children should be instructed to at least place the **kidcentral tn** logo on those materials. They may be instructed to apply the full **kidcentral tn** brand if you choose.

Questions?

If you have any questions about whether the full **kidcentral tn** brand should be applied to a specific piece of material, please contact your department's communications director. The Printing and Media Services Division within the Department of General Services can help answer technical questions about how to use the templates.

Note: The **kidcentral tn** brand should not be applied to department correspondence with providers or intermediary resources where the subject is purely administrative, such as correspondence about contracts, rules, regulations or enforcement.

Table of Contents

About the Brand	5	Photography Don'ts	22
Primary Brand Elements	7	Our Illustrations	23
Our Name	8	Authorization Statement Graphic	24
Our Logo for Print	9	Dual-Branded Programs	25
Our Secondary Logo	10	How to Use Templates	26
Our Logo Inverted	11	Changing Over	
Our Logo in Black	12	to the New Templates	28
Logo Do's	13	Brochures (cover and back)	29
Logo Don'ts	14	Brochures (interior)	30
Primary Brand Colors	15	Legal-Sized Poster	31
Primary Typography	16	Tabloid-Sized Poster	32
Identification System	18	Letter-Sized Flyer	33
Categories Working Together	19	Postcards	34
Our Photography	20	Cover Page for Reports	35
Photography Do's	21		



kidcentral tn
KIDCENTRALTN.COM

Brand Guidelines

About the Brand

kidcentraltn.com is a one-stop resource for Tennessee families to raise healthy and happy kids. Families using **kidcentral tn** can learn about and locate helpful programs, read about popular parenting topics, and even receive important milestones for Tennessee children.

This is a guide to uphold the **kidcentral tn** brand in all forms of print. It will ensure the brand is always presented in a professional and positive light. So, take a look and learn all the ins and outs of the **kidcentral tn** brand.

If you need help, the templates starting on page 27 are very easy to use. If you have any questions or run into any issues, contact the Printing and Media Services Division at printing.services@tn.gov or (615) 741-1726.

Our Brand Voice

Keep it positive, upbeat and, most of all, helpful. We want people to feel comfortable getting information from **kidcentral tn**.

To do this, always use a friendly and conversational tone. Remember who the audience is and never use a corporate voice.

Below are good and bad examples of our brand voice.

Good Headline

Promoting exercise will make your kids happy and healthy.

Bad Headline

It's bad for your kids when they don't exercise.

Primary Brand Elements

If you're ever confused about how to display our brand, look no further than this section. These main elements will always keep you on the right track.

Our Name

Follow these simple rules when referring to **kidcentral tn** in press releases, articles or other written material.

Here are some of the do's and don'ts when it comes to referring to **kidcentral tn**.

- kidcentral is one word.
- kidcentral is followed by tn, with a space between.
- **kidcentral tn** is never capitalized or italicized.
- Bold **kidcentral tn** when using in a paragraph.
- Write a link to the website like this: kidcentraltn.com
- When describing **kidcentral tn**, refer to it as the **kidcentral tn** brand.

kidcentral tn

~~*kidcentral tn*~~

~~**Kidcentral TN**~~

Our Logo for Print

This is the correct logo for everything related to print.

Here are some of the do's and don'ts when it comes to our logo for print.

- This logo is used exclusively for print.
- This logo should not be printed any smaller than 1.25" across.



Our Secondary Logo

This is a stacked variation of the logo you can use that puts more emphasis on the building block.

Here are some of the do's and don'ts when it comes to our secondary logo.

- This logo is secondary and should be used only when space is limited.
- It should not be printed any smaller than 1.25" across.



Our Logo Inverted

This is how the logo should look when inverted and put on a solid background.

- Invert logo when it's on a solid background that is one of the three primary brand colors or solid black.



Our Logo in Black

This is how the logo should look when in black and placed on a white background.

- Use the black logo on black-and-white collateral or for embroidery.



Logo Do's

Here are some of the do's when it comes to our logo.

😊 **DO** give our logo some space.



😊 **DO** incorporate our primary brand colors when dealing with the inverted version.



Logo Don'ts

Here are some of the don'ts when it comes to our logo.

 **DON'T** squish our logo.



 **DON'T** add any unnecessary effects to our logo.



 **DON'T** place our logo over a busy background.



 **DON'T** change the color of our logo.




Primary Brand Colors


Our primary brand colors are used throughout all pieces, helping to reinforce the brand, as well as keeping everything cohesive. Primary colors will be used for callouts, headlines and other general uses.

A solid blue hexagon with white text inside.

kidcentral tn Blue
Pantone Process Cyan
CMYK 100/0/0/0

A solid red hexagon with white text inside.

kidcentral tn Red
Pantone Red 032
CMYK 0/100/100/0

A solid orange hexagon with white text inside.

kidcentral tn Orange
Pantone 1505
CMYK 0/50/100/0

Primary Typography

The Arial font family is our primary font. It's used for all headlines, subheads, body copy and callouts.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!£\$&@*) 0123456789

Secondary Brand Elements

These secondary elements will help you to expand upon the look of the brand. This section will guide you through how to use the identification system, photography, illustrations and dual branding.

Identification System

Each category of **kidcentral tn** has been assigned a letter and color to make it easy to recognize.



Health



Education

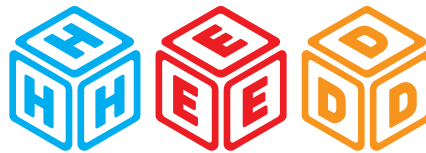


Development

Categories Working Together

Consider the main category and subcategory of your content and use the corresponding blocks and colors. The main category block will come first, followed by the subcategory blocks.

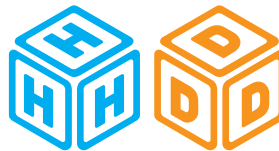
- To see how this is used in brochures, posters and flyers, refer to the templates starting on page 27.



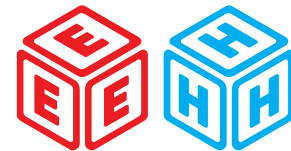
all categories



dev + edu



health + dev



edu + health

Our Photography

Photography should be bright and colorful, focusing on happy kids or families.




Photography Do's

The most important photography do is only use photography that is either purchased through the Printing and Media Services Division or taken by a state photographer. When in doubt, ask the Printing and Media Services Division.



 **DO** consider subject matter that is racially diverse.



 **DO** select product photography on clean, minimalist backgrounds.



 **DO** use brightly lit photos with engaged subject matter.

Photography Don'ts

Here are some of the don'ts when it comes to photography.



☹ **DON'T** use dark, low-resolution photos.
DON'T use photos you've downloaded from the Internet.
DON'T use your personal photos.



☹ **DON'T** awkwardly crop photography.



☹ **DON'T** warp or squish photography.



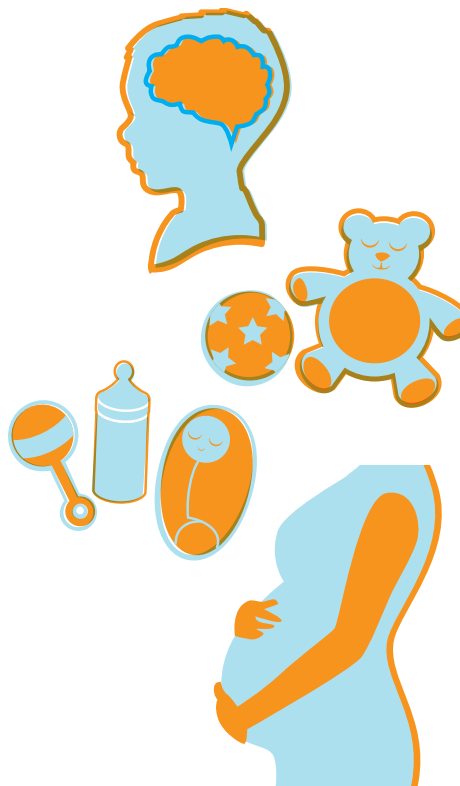
☹ **DON'T** utilize photos that are unpleasant.

Our Illustrations

Only use illustrations that are a part of the **kidcentral tn** library. Illustrations can be used with copy or alongside corresponding headlines. Never stretch or change the color of an illustration.



Health



Development



Education

Authorization Statement Graphic

It is mandatory to place the Authorization Statement graphic on almost all publications from state departments.

What to do

- All Authorization Statements will be included in the templates, with final information being completed by the Printing and Media Services Division.
- If you have any questions, contact the Printing and Media Services Division at printing.services@tn.gov or (615) 741-1726.



TENNCare Bureau, Authorization No. 123456, 1000 copies
January, 2013. This public document was promulgated at
a cost of \$0.12 per copy.

Dual-Branded Programs

For collateral that is already branded with another department or program and also needs to include some kind of **kidcentral tn** branding, follow one of the two options below.

- This lockup will be featured on the front of a print piece.
- Use the existing brand's logo with the **kidcentral tn** logo (either the standard logo or the stacked version is acceptable). Always give both logos equal emphasis.



existing program logo



existing
program
logo

- This lockup can also include several secondary logos.



logo

logo

logo

How to Use Templates

This section will help to apply the brand elements to all templates for print.

Starting a New Print Project

When starting a new print project, you have two options to help you get started.

1. Download template.

Download the templates on the intranet [here](#).

2. Ask the Printing and Media Services Division to help.

Contact Richard Martin at (615) 741-8187.

Changing Over to the New Templates

This page will show how quick and simple it is to transition your previous designs into the easy new templates.

Safe Sleep For Your Baby

Did You Know?

Each year, many Tennessee babies die from sleep-related causes. These deaths are preventable.

Following guidelines to prevent sleep-related deaths are endorsed by the American Academy of Pediatrics:

- Place babies on their backs to sleep at night and at nap time. Babies who sleep on their backs are less likely to die of Sudden Infant Death Syndrome (SIDS).
- Babies should always sleep in a crib. The safest place for a baby is in the same room as the parents but alone in a separate sleep area.
- Avoid loose objects, soft toys, and bedding out of the baby's sleep area. Do not use pillows and blankets in a baby's sleeping area. A baby should sleep in a crib with only a tight fitting sheet.
- Keep your baby cool during the night. A baby who is overdressed is more likely to overheat. Set the room temperature so that is comfortable for a lightly clothed adult.
- Avoid crib bumpers. These do not reduce injuries and can cause suffocation.
- Avoid smoking. Both maternal smoking during pregnancy and secondhand smoke after birth should be avoided. Breastfeeding is recommended for at least the first six months of life. Breastfeeding is associated with a reduced risk of SIDS.

TennCare cares.

Tennessee has made a commitment to promote good health in children from birth until age 21. It's called the TENNderCare program.

TENNder CARE
Check In Check Up Check Back
TENNESSEE'S EPSDT PROGRAM

Department of Health
safesleep.tn.gov

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TENNder CARE
Check In Check Up Check Back
TENNESSEE'S EPSDT PROGRAM

Remember the ABC's of Safe Sleep

Babies should sleep Alone, on their Back, and in a Crib.

How to keep your baby happy and healthy when sleeping.

Read these tips on how to safely put your baby to bed.

The following guidelines to prevent sleep-related deaths are recommended by the American Academy of Pediatrics:

- Always place babies on their backs to sleep at night and at nap time. Babies who sleep on their backs are less likely to die of Sudden Infant Death Syndrome (SIDS).
- Babies should always sleep in a crib. The safest place for a baby is in the same room as the parents but alone in a separate sleep area.
- Keep loose objects, soft toys, and bedding out of the baby's sleep area. Do not use pillows and blankets in a baby's sleeping area. A baby should sleep in a crib with only a tight fitting sheet.
- Avoid letting your baby overheat during the night. A baby should be dressed lightly for sleep. Set the room temperature in a range that is comfortable for a lightly clothed adult.
- Do not use crib bumpers. These do not reduce injuries and can cause suffocation.
- Avoid smoking. Both maternal smoking during pregnancy and secondhand smoke after birth should be avoided.
- Breastfeeding is recommended for at least the first six months of life.

TennCare cares.

Tennessee has made a commitment to promote good health in children from birth until age 21. It's called the TENNderCare program.

TENNder CARE
Check In Check Up Check Back
TENNESSEE'S EPSDT PROGRAM

kidcentral tn
KIDCENTRAL.TN.COM

Safe Sleep
For Your Baby

Tennessee Department of Health
safesleep.tn.gov

Brochures (cover and back)

There are three brochure options: bi-fold, tri-fold and quad-fold. Following these templates will make it easy to create a branded brochure.

The first category block dictates the color of all headlines, subheads and callouts.

1. Photography follows brand guidelines.

2. Headlines are in Arial Bold, 23 pt.

We suggest headlines answer the question, “How does the subject matter of this brochure help my audience?”

3. Subheads are in Arial Regular, 12 pt.

We suggest subheads answer the question, “How can my audience obtain this service or information?”

4. Department callouts are in Arial Bold, 10 pt.

5. Back panel of brochure always has **kidcentral tn** logo and Authorization Statement.

Never move anything in this lockup; just replace images.

Download this template from the intranet [here](#).



Brochures (interior)

There are three brochure options: bi-fold, tri-fold and quad-fold. Following these templates will make it easy to create a branded brochure.

1. Subheads are in Arial Bold, 12 pt.




2. Body copy is in Arial Regular, 10.5 pt., in gray.

3. Interior photography follows brand guidelines.

4. Callouts are in Arial Bold, 20 pt.

Download this template from the intranet [here](#).

Quad-Fold Brochure
Tri-Fold Brochure
Bi-Fold Brochure

<p>1. Subhead style is in Arial Bold</p> <p>2. Body copy is in Arial Regular, 10.5 pt., in gray.</p> <p>3. Interior photography follows brand guidelines.</p> <p>4. Callouts are in Arial Bold, 20 pt.</p>	<p>1. Subhead style is in Arial Bold</p> <p>Officit es non excepudae officient omnim vent, nim raepitis doluptatem rem volum qui accus moluptat vitatur? Pe veni nonsecupas repellor si sequias delligent vellore raerovid moluptum que cum fuga. Os voluptatese presequam etur suntium quiatia perfero quiatiani ut ut est omnimag nihicid molupti berchil et acillup taquiame nem fugiasperepe aut idus nihictur? Quis et omni veliquosant quo vent.</p> <p>Cipsand erspit ma nem ellabo. Ut officio quaspe veruptaqui officie ndigentes eum liae que nitibea rciatur.</p> <p>3. </p>	<p>Officit es non excepudae officient omnim vent, nim raepitis doluptatem rem volum qui accus moluptat vitatur? Pe veni nonsecupas repellor si sequias delligent vellore raerovid moluptum que cum fuga. Os voluptatese presequam etur suntium quiatia perfero quiatiani ut ut est omnimag nihicid molupti berchil et acillup taquiame nem fugiasperepe aut idus nihictur? Quis et omni veliquosant quo vent.</p> <p>Keeping subhead colors consistent helps with a cohesive look to the brochure</p> <p>Officit es non excepudae officient omnim vent, nim raepitis doluptatem rem volum qui accus moluptat vitatur:</p> <ul style="list-style-type: none"> • Pe veni nonsecupas repellor si sequias • Delligent vellore raerovid moluptum • Orpos magnam sinti ut qui qui dit • Duntur estibusam aspica borerata vellupta • Magnim re estiae comnihilis aditas mo • Volupta tquatatur mo blaut alibus <p>Ucipsant laut qui aut latatur aliaeri onsequam illes a consero quiscia int, cor andam ex eos est, seque eostrum dolupta dolore aut estiaerore possi soluptatur, od quidunt empeliqui officiet velit qui od modia sit et litinia quatur?</p> <p>Uptas restiumqui ipidus et volorit aut est iderio molorep tatur?</p> <p>Andebis et ipsus moluptur re pres estio omnimint optaquam ni vendi temquiae la qui doluptame esto vero blaborem ea cum seque</p>	<p>Callouts can be placed above a photo</p> <p></p> <p>enim harum aces ad et maio. Berorerferro officipsam hiciunto que pore la qui rem. Nam quis reritatem qui occab intiusae valor magnam quos et eost era ilitass underumqui dit moditiis consequae sitatur, ute nusam voloria con parum simil mos sapidere praes est, sit, con raeXimusae eos eos inis et ut expel et.</p> <p>Subheads help separate sections</p> <p>Omnimus dis ant omniante acculpa ribus, sam et porempore nat ut adit, sunti re et la ducietur arum fuga. Nem derupta nonsequi consed ut aut atur as est percient exere pa porepta ipli.</p> <p>Quaero sunt quodis doloreh endelesed quis nest, ut reptiur, nobitat uritionectia enempor sequid quis etur mi, cus ma voluptatium aut</p>	<p>que odi doloris cum ad ulparum es est. atus. Icaborem quatem idessitasin commolo mo restiur sequo berempe lendis everibus. Henistrum, nullorerchil molendant, volorerum cus, qui int omnihil is saperum ini reped ea dollabo repello rempel enit doluptaturi dolut od ut atem a quiat volupta turibus.</p> <p>Subheads help separate sections</p> <p>Obis magnita nobis dolor sae prestiaectas volorem quatint ionsequibus, ut od quam ipli id estrum volupta doluptatis poriamenidellori officae pelluptas quid que plit volorecus nobisqui te optatur maio vererum, id quatio eos estiam, seque quam endit fuga.</p> <p>3. </p>
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Legal-Sized Poster

This poster size is 8.5" x 14". There are two options: color or black-and-white.

The first category block dictates the color of all headlines, subtitles, subheads and callouts.

1. Photography follows brand guidelines. If you want your photography to be black-and-white, inform the Printing and Media Services Division.

2. Headlines are in Arial Bold, 30 pt.

We suggest headlines answer the question, "How does the subject matter of this poster help my audience?"

3. Subheads are in Arial Bold, 20 pt.

We suggest subheads answer the question, "How can my audience obtain this service or information?"

4. Body copy subheads are in Arial Bold, 13 pt.

5. Body copy is in Arial Regular, 14 pt., in gray.

6. Bottom of poster always has **kidcentral tn** logo with dual-branding treatment.

Never move anything in this lockup; just replace images.

Download this template from the intranet [here](#).



Tabloid-Sized Poster

This poster size is 11" x 17". There are two options: color or black-and-white. Posters any larger will have to be produced outside of the Printing and Media Services Division.

The first category block dictates the color of all headlines, subheads and callouts.

1. Photography follows brand guidelines. If you want your photography to be black-and-white, inform the Printing and Media Services Division.

2. Headlines are in Arial Bold, 45 pt.

We suggest headlines answer the question, "How does the subject matter of this poster help my audience?"

3. Subheads are in Arial Bold, 25 pt.

We suggest subheads answer the question, "How can my audience obtain this service or information?"

4. Body copy subheads are in Arial Bold, 13 pt.

5. Body copy is in Arial Regular, 15 pt., in gray.

6. Bottom of poster always has **kidcentral tn** logo with dual-branding treatment.

Never move anything in this lockup; just replace images.

Download this template from the intranet [here](#).



Letter-Sized Flyer

There are two size options: 5.5" x 8.5" and 8.5" x 11".

The first category block dictates the color of all headlines, subheads and callouts.

1. Headlines are in Arial Bold, 30 pt.

We suggest headlines answer the question, "How does the subject matter of this flyer help my audience?"

2. Subheads are in Arial Regular, 20 pt.

We suggest subheads answer the question, "How can my audience obtain this service or information?"

3. Photography follows brand guidelines. If you want your photography to be black-and-white, inform the Printing and Media Services Division.

4. Body copy subheads are in Arial Bold, 13 pt.

5. Body copy is in Arial Regular, 11 pt., in gray.

6. Bottom of flyer always has **kidcentral tn** logo with dual-branding treatment.

Never move anything in this lockup; just replace images.

Download this template from the intranet [here](#).

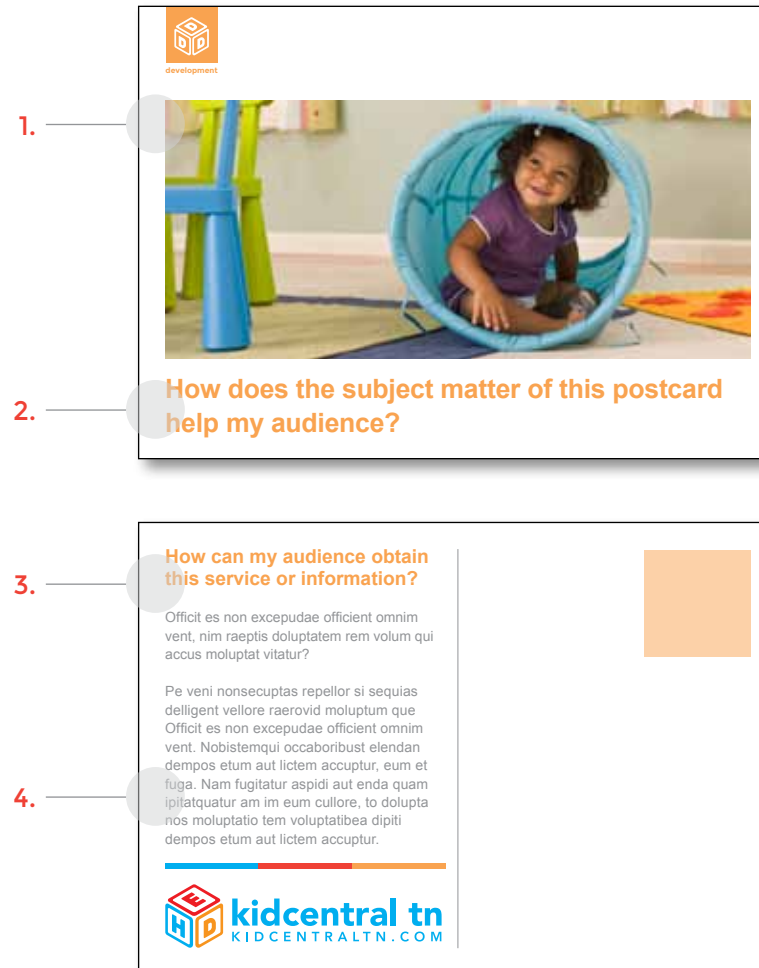


Postcards

Postcards are 6" x 4.25", both horizontal and vertical, with areas on the front for headlines and on the back for messaging.

1. Photography follows brand guidelines.
2. Headlines are in Arial Bold, 18 pt.
3. Subheads on back are in Arial Bold, 13 pt.
4. Body copy is in Arial Regular, 9.5 pt, in gray.

Download this template from the intranet [here](#).

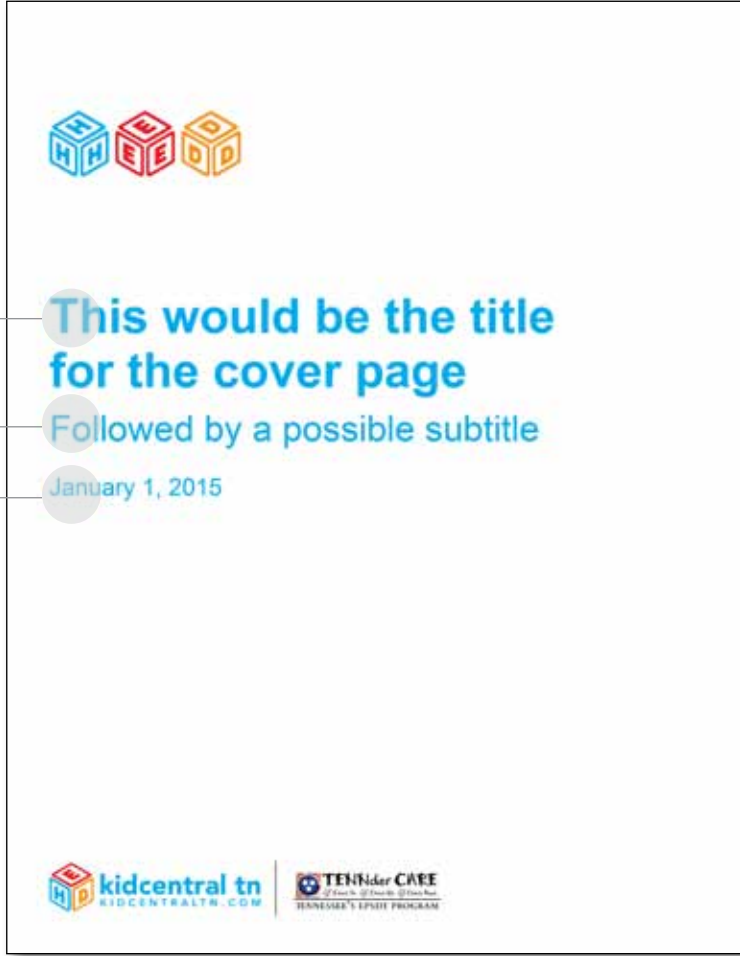


Cover Page for Reports

A cover page will be used for all reports. There are options for each category combination.

1. Title is in Arial Bold, 40 pt.
2. Subtitle is in Arial Regular, 30 pt.
3. Date is in Arial Regular, 20 pt.

Download this template [here](#).

- 
- The diagram shows a cover page template with three callouts pointing to specific elements:
1. This would be the title for the cover page
 2. Followed by a possible subtitle
 3. January 1, 2015